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A HISTORY OF LOS ANGELES JOURNALISM

BY JULIA NORTON MCCORKLE

This paper aims to give a brief survey of the history of Los Angeles journalism from its beginning in 1851 to the present date. For the history of the earlier publications I am very greatly indebted to Mr. J. M. Guinn's History of Los Angeles and his paper on the Los Angeles *Star* in Vol. 5 of the Historical Society's documents. For the history of the intermediate years, material has been gathered largely from the city and newspaper directories. For the history of the present-day journals, the directories have also been used and other information has been gained through interviews with editors and publishers of papers, and through files and current issues of papers.

A history of Los Angeles publications is largely a graveyard record. Probably there is no profession which suffers so much as journalism from brilliant and promising beginnings, steady downhill career, and hurried and ignominious endings. The spirit of risk, which is a necessary qualification for the newspaper man, seems to lead naturally to journalistic ventures.

Los Angeles has her literary graveyard. That she also has a large number of living and flourishing publications is an indication of the size of her journalistic burying-ground.

Newspaper publication has a later date for its beginning in Southern California than in other parts of the state, owing to the fact that Southern California was largely a ranch and cattle country, with little population outside of the native Spanish-speaking Californians. No newspapers were published in any part of California while the state was under Spanish and Mexican control. On August 15, 1846, thirty-eight days after Commodore Sloat took possession of the territory in the name of the United States, the first California newspaper, *The Californian*, was published by Semple and Colton in Monterey. The gold discovery in 1848 brought crowds of Easterners to the Western coast. Their coming gave impetus to California journalism, and by 1850 all the leading mining towns had established newspapers.

Late in the year 1850, the first suggestion for a newspaper in Southern California was made to the city council of Los Angeles. At a meeting of that body held October 16, 1850, Theodore Foster presented a petition proposing to establish a newspaper in Los Angeles and asking for the grant of a lot for his printing establish-

ment. His original choice of a site "situated at the northerly corner of the jail" shows that he was strongly endowed with the journalistic sense and thoroughly awake to the chief source of news. Foster was not given this exact location, although he was granted a lot by the City Council.

The records of the City Council for October 30, 1850, contain this entry: "Theodore Foster gave notice that he had selected a lot back of Johnson's and fronting the canal as the one where he intended establishing his printing house; and the Council resolved that he be granted forty varas each way." The site of Foster's printing office was opposite the Bell block, which stood on the southeast corner of Aliso and Los Angeles Streets.

On the seventeenth of May, 1851, appeared the first issue of the first newspaper ever published in Southern California, *La Estrella de Los Angeles*, or the *Los Angeles Star*. Foster had dropped out of the enterprise before this date. The two English pages were edited by John A. Lewis and the two Spanish ones by Manuel Clemente Rojo. The *Star* was a four-page, five-column paper 12x18 inches in size. Subscribers paid in advance at the rate of ten dollars a year. The price of advertising was two dollars per square for the first insertion; one dollar for each subsequent insertion. The circulation did not exceed two hundred and fifty copies.

The individual history of any of these early publications is a record of numerous changes both in the editorial and in the managerial administration. During the twenty-eight years between its origin and final publication, the *Star* was not published for four years, suffered an alteration of name when it changed from a weekly to a daily, and experienced sixteen or seventeen changes in the personnel of its officers.

By August 1, 1853, less than two and a half years since its first issue, the paper was completely out of the hands of its original owners. In December, 1855, the Spanish department was transferred to *El Clamor Publico*, which had begun publication June 8, 1855. Between October 1, 1864, and May 16, 1868, the paper was suspended, the press and type being sold to Gen. Phineas Banning, who used it in the publication of the *Wilmington Journal*. June 1, 1870, the *Daily Star* began publication, the second daily in Los Angeles. During the last fifteen months of its existence, the *Star* had several different managers and editors, and represented three or four parties. Early in 1879 it was attached by the sheriff for debt. The plant and files were stored away and later destroyed by fire.

How many papers were published for at least a brief time during these early years it is impossible to ascertain with any exactitude. The following papers have found a place in Los Angeles histories:

The *Southern Californian*, a weekly publication with one Spanish page, had a short life of only three years, being published from July 20, 1854, to 1857.

El Clamor Publico, the first paper in Los Angeles entirely printed in Spanish and the first Republican paper of the city, was the organ of the better class of native Californians of the South between the dates June 8, 1855, and December 3, 1859, when it suspended publication for want of support.

The *Southern Vineyard*, a four-page weekly devoted to general news, began publication in 1858, using the press and materials of the *Southern Californian*, which had been discontinued the previous year. For a while it was published as a semi-weekly, and in the two years of its life veered from a mildly Democratic interest to an equally mild Republican one. It was discontinued in 1860.

The *Christian Church*, a monthly devoted to religious subjects, was printed in English and Spanish at *El Clamor* office during a few months of 1859, after which it was discontinued for lack of support.

January 18, 1860, the *Semi-Weekly Southern News* began publication. It seems to have had a very successful career. It was twice enlarged before October 8, 1862, when its name was changed to the Los Angeles *Semi-Weekly News*. With the issue of January 12, 1863, it became the Los Angeles *Tri-Weekly News*. It was three times enlarged before January 1, 1869, when it was succeeded by the Los Angeles *Daily News*, the first daily in Los Angeles. It was issued daily except Sunday, at a subscription price of twelve dollars a year. It was again enlarged twice before its final suspension in 1873, after a life of thirteen years.

Amigo Del Pueblo, a Spanish weekly, independent in politics, began publication November 15, 1861, and in May, 1862, announced its suspension for want of adequate support.

The Los Angeles *Chronick*, a German weekly journal, existed from May 19, 1869, to August, 1870, when it also stopped publication for lack of support.

La Cronica, a Spanish weekly, was established May 4, 1872. With the issue of February 1, 1873, it became a semi-weekly; was twice enlarged; and in 1892 was sold, changing its name to *Las Dos Repùblicas*.

The *Sued Californische Post*, first issued July 25, 1874, by Conrad Jacoby, seems to have filled a definite want. In 1880 it was the only German paper published in Southern California. After a life of forty years it was discontinued in August, 1914, only because the *Germania Daily* began publication.

The *School-Master*, established in 1876, and edited by Dr. W. T. Lucky, superintendent of city schools, was the organ of the public

schools of the county. The resignation and removal of Dr. Lucky from the state caused its discontinuance at the end of its second year.

The *Evening Republican* was founded in June, 1876. During most of its existence a weekly edition also was published. In September, 1878, the daily was discontinued for lack of support, and a few months later, in January, 1879, the weekly ceased publication.

L'Union, a French weekly, democratic in politics, existed from August, 1876, until March, 1880.

The *Daily and Weekly Journal* began life June 23, 1879, as an evening paper, but later in the season changed to a morning issue. It was a Republican paper. Its history after September, 1879, is uncertain, but it has no connection with a present Republican paper called the Los Angeles *Daily Journal*.

The Los Angeles *Daily Commercial*, first issued in 1879, was a Republican paper, devoted mainly to the interests of the Pacific Coast. The date that publication ceased cannot be determined.

The papers whose history has been thus briefly outlined are those started during the first thirty years of Los Angeles journalism, i.e., between 1850 and 1880, and now no longer existent. A brief historical account follows of those papers and magazines of the first three decades which are still published.

The *Wilmington Journal*, the first newspaper published in Los Angeles County outside of the city, used the old press of the *Star*, sold to Phineas Banning in 1864. It existed between 1864 and 1868, and ceased publication when the prosperity of Wilmington, during war times the liveliest town on the coast, declined, following the removal of troops. The date that re-publication commenced is not certain, but a paper of that name is now published at Wilmington.

The Los Angeles *Express*, the oldest daily now published in Los Angeles, is nearing the half-century mark. It was founded March 27, 1871, by an association of practical printers. It was Republican in politics. Under the editorship of Col. James J. Ayers from 1876 to 1882, it was independent with a democratic bearing in national politics. In 1886 The Evening Express Company was incorporated. In 1900 E. T. Earl bought the *Express* and erected a three-story brick building on Fifth Street, between Broadway and Spring. The *Express*, together with a morning paper called the *Tribune*, which began publication in 1911, is now published by the Express-Tribune Company on Hill Street, between Seventh and Eighth.

The Los Angeles *Weekly Mirror*, a small four-page sheet started February 1, 1873, was published Saturdays and distributed free. One of its two founders, Jesse Yarnell, had been a member of the association which founded the *Express* in 1871. In 1875 the paper

was enlarged and its subscription price placed at one dollar a year. In August, 1880, the subscription price was raised to two dollars. In December, 1881, when the *Daily Times* was started, the *Mirror* became practically its weekly edition, but retained its original name for a while.

The *Daily and Weekly Herald*, which began publication October 3, 1873, was sold in August, 1874, to a stock company whose membership was largely made up of grangers. It was edited and managed by J. M. Bassett in the interest of, and as an organ of, the Grange. With the decline of the patrons their organ was sold in October, 1876, to Joseph D. Lynch, who had, the previous year, bought a half partnership in the Los Angeles *Express*. He retired from active interest in the *Express* and took editorial charge of the *Herald*. The *Express* was virtually an evening edition of the *Herald*, under the editorship of Col. James J. Ayers, who in the fall of 1886 bought a half interest in the *Herald*. Lynch and Ayers were old-time newspaper men and they made the *Herald* the leading Democratic journal of Southern California, if not of the state. In October, 1894, Lynch and Ayers sold the paper to a syndicate of leading Democratic politicians. After various changes it was sold July 7, 1900, to a syndicate composed largely of men interested in the petroleum industry. Publication was conducted, as formerly, under the *Herald Publishing Company*, but the new manager changed the politics from Democratic to Republican. The paper was enlarged and greatly improved in typographical appearance. Its motto was, "No enemies to punish—no special friends to serve." In 1904 it was again sold to a syndicate. It is now under the control of William Randolph Hearst.

In September, 1877, the first number of the *Southern California Horticulturist* was issued by the Southern California Horticultural Society. It was free to all members of the society, but had, for others, a subscription price of two dollars. In January, 1880, Carter and Rice obtained control and issued it under the name *Semi-Tropic California and Southern California Horticulturist*. It managed to exist under this burdensome name for three issues. Then, when Carter had retired, Rice changed its name to the *Rural Californian*, by which name it was known until 1914, when it consolidated with the *California Cultivator*, which had begun publication in 1889.

L'Union Nouvelle, a French Democratic weekly, was started June 1, 1879, by P. Ganee, the original editor of *L'Union*. It is still published as a weekly, but now is independent in politics.

In 1880, more than half of the publications started had come to a close, most of them for acknowledged lack of support. None of the six papers of the first decade still existed. Many of the later ones had ceased publication, some of them after less than a year

of life. A great deal is heard in these days about the power of the press, but any review of former journalism emphasizes the utter powerlessness of the press which cannot gain a hearing—the absolute financial dependence of most publications.

Since 1880 there has been scarcely a year in which several periodicals have not been courageously started, many of them to pass into oblivion after a very short life. Since 1880, a little over thirty-five years ago, have been started four of the six leading daily papers of Los Angeles, besides most of the successful magazines now published in the city.

The *Times*, an independent Republican paper established in 1881, is edited by Gen. Harrison Gray Otis. Since the printers' strike in 1890, it has vigorously opposed union labor, an opposition which resulted October 1, 1910, in the dynamiting of the *Times* Building. The publication of the paper, however, was not suspended, for with the use of an old press stored in another building, an edition was issued the next morning.

The Los Angeles *Record*, one of the Scripps-McRae chain of papers, independent of advertising, is an evening paper started in 1895.

The Los Angeles *Examiner*, a morning daily published by William Randolph Hearst, was started in December, 1903, at the inducement of the labor unions, who felt the support of only one paper, the *Record*, insufficient. "The Typographical Union, with the support of labor in general, made financial pledges and promised a definite circulation to Mr. W. R. Hearst to establish a morning newspaper in the city supporting their interests." The labor policy of the paper was definitely stated in the first issue. Within a few months, however, this radical support of labor ceased.

The Los Angeles *Tribune*, a morning daily affiliated with the evening *Express*, began publication in 1911.

There are now published in Los Angeles one hundred and twenty-one papers, journals and magazines, concerning which definite data can be supplied. These are tabulated below according to frequency of publication, according to object or material handled, and according to age.

FREQUENCY OF PUBLICATION

Daily	12
Weekly	50
Semi-monthly	3
Monthly	48
Bi-monthly	3
Five times a year.....	1

Quarterly	2
Annual	1
Unclassified	1
Total.....	121

PURPOSE

Religions and cults.....	13
Finance, trade, professional.....	23
Foreign	18
Suburban	13
Political	8
Club and fraternal.....	10
Sports	8
Agricultural	4
Photoplays	2
Literary	2
Art and music.....	2
Miscellaneous	18
Total.....	121

FOREIGN

Spanish	7
<i>Las Buenas Nuezas</i> (Bi-M).	
<i>El Correo Mexicano</i> (W).	
<i>El Eco de Mexico</i> (W).	
<i>El Mensajero Cristiano</i> (M).	
<i>El Mexicano</i> (Q).	
<i>La Pluma Roja</i> (W).	
<i>La Prensa</i> (W).	
Japanese	2
<i>L. A. Morning Sun</i> (D).	
<i>Rafu Shimpo</i> (D).	
German	2
<i>Deutsche Presse</i> (W).	
<i>Germania</i> (D).	
Negro	2
<i>L. A. Post</i> (W).	
<i>The New Age</i> (W).	
French	1
<i>L'Union Nouvelle</i> (W).	
Italian	1
<i>L'Italio Americano</i> (W).	

South Slavonian	1
<i>Novo Vrijeme</i> (W).	1
Swedish	1
<i>California Veckoblad</i> (W).	
Yiddish	1
<i>Progress</i> (W).	

Total.....	18
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AGE OF PUBLICATION

1850-1859	0
1860-1869	1
1870-1879	4
1880-1889	8
1890-1899	16
1900-1909	34
1910-1915	146
Unclassified	12

Total.....	121
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A general survey of the whole journalistic situation in Los Angeles leads to the conclusion that, in spite of the number of publications issued, the real journalistic field is small, and Los Angeles is very far from being a publishing city. Nearly all of the journals and magazines are class publications, published in the necessarily narrow interests of some organization. Los Angeles is a city of cults and isms, and each one establishes its organ for the dissemination of its doctrines. Besides these publications of restricted scope, there are a number of suburban papers, each of which handles the local news of a small section of the city. There are several publications whose object is literary, but there is none which passes or aims to pass beyond purely local interest.

A great many of the journalistic ventures of the city are one-man enterprises. Several of the publications are written, almost without exception, entirely by the editor.

One of the points which is most impressive, in a general survey of the field, is the mushroom character of the growth of Los Angeles publications. Springing up suddenly, the publication not infrequently has a very brief period of prosperity (at least on the surface), then languishes, and finally ceases publication, only to be succeeded in a short time by other publications with the same affiliation or purpose.

Los Angeles newspapers rank well with the newspapers of other cities. Los Angeles journals and magazines are not such that they can aspire to any national recognition.

FORMER LOS ANGELES PUBLICATIONS

The following list of publications which are no longer published in Los Angeles does not claim to be final. Doubtless there are many publications of short life which never found their way into the newspaper directories. Of such there is now no public record. A second hindrance to the absolute accuracy of the list is the impossibility of determining in some cases whether publication was actually stopped or whether the magazine was merged in another of different name. The date of founding may be found to vary a year or so from the exact date, since there is great discrepancy in the directories for the various years. Still another hindrance to the completeness of the list is the inaccessibility in Los Angeles of the newspaper directories for certain years.

The following directories were available and were consulted: Rowell's *Newspaper Directory*, 1887, 1892, 1893, 1896, 1900, 1903, 1904, 1905, 1907, 1908; Ayer's *American Newspaper Directory and Annual*, 1910, 1911, 1912, 1914, 1915.

Wherever possible the date that publication ceased has been determined. In most cases, however, it has been necessary to use the date in which the magazine disappeared from the directories.

1851	Los Angeles Star—W—(1870-D).....	1879
1854	The Southern Californian—W	1857
1855	EI Clamor Publico (1st paper in Spanish).....	1859
1858	The Southern Vineyard—W.....	1850
1859	The Christian Church—M.....	1859
1860	The Los Angeles News—Semi-W.—(1869-D).....	1873
1861	Amigo del Pueblo (Sp.)—W.....	1862
1869	Los Angeles Chronick (Ger.)—W.....	1870
1872	La Cronica (Sp.)—W.—(1892 became Los Dos Republicas)	
1874	Sued-Californische Post—W.—(Discontinued when Germany began publication, August, 1914).....	1914
1876	The School-Master (Organ of County Public Schools)	1876
1876	The Evening Republican—D. & W.—(1878 Daily discontinued; 1879 Weekly discontinued).....	1879
1876	L'Union (Fr.)—W.....	1880
1879	The Daily and Weekly Journal—Rep.....	
1879	Los Angeles Daily Commercial—Rep. and devoted mainly to interests of Pacific Coast.....	
1881	Mining and Metallurgical Journal—Semi-M.....	Bet. 1900-03
1881	Pacific Coast Bullion—Semi-M.—Mining.....	Bet. 1896-1900
1882	Advocate—W.—Ind.....	Bet. 1890-92
1882	Porcupine—W.—Ind.....	Bet. 1896-1900
1883	Censor—W.....	Bet. 1887-92
1884	Parish Churchman—M.—Prot. Episc.....	Bet. 1890-92

1884	Le Progres—W.—(Official organ of French Benevolent Society of L. A.).....	Bet. 1896-1900
1885	Christian Advocate—W.—M. E. South.....	Bet. 1890-92
1885	Trade Journal—Semi-M.—Commercial	Bet. 1887-92
1886	So. Cal. Christian Advocate—Semi-M.—M. E....	Bet. 1893-96
1886	Sunday Social World—W.—Social.....	Bet. 1900-03
1886	Tribune—Morn.—Rep.	Bet. 1890-92
1901	Higher Science—M.—Science	Bet. 1905-07
1901	Pacific Home Journal—M.....	Bet. 1903-04
1901	Union Labor News—W.—Labor.....	1915
1901	Western Investments—M.—Finan.....	Bet. 1905-07
1902	Common Sense—W.—Socialism.....	Bet. 1907-08
1902	The Liberator—W.—Local (Negro)	1914
1902	Pictorial American—M.—Lit.....	Bet. 1912-14
1902	Socialist—W.—Socialism	Bet. 1904-05
1902	Western Mechanic—W.—Labor.....	Bet. 1903-04
1903	Humanitarian Review—M.—Ethical Cult.....	Bet. 1912-14
1903	Pacific Sporting News—W.—Sports.....	Bet. 1904-05
1903	Ye Sou. Cal. Elk—M.—(1907—Golden Elk) ...	Bet. 1908-10
1903	Young Men—W.—Y. M. C. A.....	Bet. 1907-08
1905	Cal. Products—M.—Fruit Trade, Wine.....	Bet. 1907-08
1905	Financier—W.—Finan.....	Bet. 1908-10
1905	Pacific Fancier—M.—Poultry and Pet Stock..	Bet. 1910-11
1906	National Visitor—M.—Lit.	Bet. 1912-14
1907	Am. Journal of Eugenics—Bi-M.—Sociolog....	Bet. 1911-12
1907	The Rounder—W.—Theatrical	Bet. 1914-15
1908	The Bystander—M.—Lit.—(Consolidation of Little Devil 1905 and Little Classic 1907)	Bet. 1912-14
1908	Oil and Mining Digest—Fortn'tly.....	Bet. 1912-14
1908	Oil Industry—M.—Trade	Bet. 1912-14
1908	Tribun—W.—Ind.—(Swedish)	Bet. 1911-12
1909	Pacific Ocean—W.—(Russian)	Bet. 1912-14
1909	Southwest Druggist—M.—Pharmaceutic	Bet. 1911-12
1910	Arroyoside Forum—W.—Local	Bet. 1912-14
1910	Democrat—W.—Dem.	Bet. 1912-14
1910	Truth—W.—R. R. men	Bet. 1911-12
1910	World-Wide Publicity—Semi-M.—Adv.	Bet. 1911-12
1911	Aviation—M.—Aeronautic	Bet. 1912-14
1911	The Jewish Herald—M.....	Jan., 1913
1911	Pacific Prohibitionist—W.....	Bet. 1912-13
1912	Jewish Weekly News—(Merged June, 1913, in Cal. Criterion—discontinued)	Jan., 1914
1912	Municipal News—W.....	1913

FORMER PUBLICATIONS OF RECENT YEARS

Data Lacking

Ancient and Mystic Aryans—Stopped 1912 or 1913
 Benton's City Guide
 Call of the West
 The Character Builder—Stopped 1912
 Commercial Review
 Concrete Era
 Daily Commercial Chronicle—Stopped 1915
 Daily Market Reporter.
 L. A. Real Estate Bulletin and Building News.
 Mexico.
 The Pacific Eastern Star—Merged into Southwestern Free-mason.
 Pan-American Progress.
 The Program—(Theatres, Amusements, Sports.)
 Railway Investment Magazine.
 The Tatler.
 The Thinkograph.
 The Weakly Freak—(Humorous Magazine)—Stopped 1915.

DIRECTORY OF LOS ANGELES PUBLICATIONS

August 1, 1915

American Globe—Monthly—Ind. Protective Financier—1903—Wm. J. Schaeffle, Ed. and Pub., 402 International Bldg.—\$1.00. Began as a weekly, Oct. 16, 1903—Monthly 1906.

American Theosophist—Monthly — Theosophical —1909 —\$1.50 — American Section of the Theosophical Society, Pub., near Vista Del Mar Ave.

Arrowhead Magazine—Monthly—R. R.—Dec., 1904—Free to Salt Lake Agents, etc.—Douglas White, Ed.—Indus. Dept. Salt Lake, Pub. 610 S. Main, Rm. 590.

Baby Book—Monthly—Care of Infants—1914—\$.50—Ruth Burke Stephens, Ed.—J. H. Freese Co., Pub.—107 N. Spring St.

Bakers and Confectioners' Review—Monthly—Trade—1910—\$1.00 Trades Publishing Co. (Inc.)—236 E. Fourth St.

B'nai B'rith Messenger—Friday—Jewish—1897—\$1.00—V. Harris and M. N. A. Cohen, Eds.—Lionel Edwards, Pub.—315 S. Broadway, Rm. 531.

Boyle Heights Suburban — Weekly — Local — 1906 — Harlan G. Palmer, Pub.—6424 Hollywood Blvd.

Brain and Brawn—Monthly—June, 1912—\$1.00—Harry Ellington

- Brook, N. D., Ed.—Naturopathic Pub. Co. (Inc.)—130 S. Broadway, Rm. 508.
- Las Buenas Nuezas*—Bi-monthly.
- The Builder and Contractor*—Thursday—Building—1893—\$3.00. Harry Iles, Ed. and Pub.—122 N. Broadway.
- The California Cultivator and Rural Californian*—Thursday—Agric. 1889—\$1.00—C. B. Messenger, Ed.—Cultivator Pub. Co. (Inc.) 115 N. Broadway.
- California Druggist*—Bi-monthly—Pharmaceutic—1891—\$1.00—F. J. Carter, Ed.—Cal. Druggist Pub. Co.—P. O. Box 176.
- California Eagle*—Weekly—Negro—1891—\$2.00—J. E. Bass, Ed.—814 S. Central Ave.
- California Eclectic Medical Journal*—Monthly—Medical—1908—\$1.00—O. C. Welbourn, Ed.—Cal. Ec. Med. College, Pub.
- California Homeless Children's Friend*—Quarterly—Philan. 1899—\$.50—Herbert W. Lewis, Ed.—Children's Home Soc., Pub., 2414 Griffith Ave.
- California Independent*—Thursday—Interdenom.—1896—\$1.50—Andrew Park, Ed.—Cal. Ind. Pub. Co.—115½ N. Main St.
- California Medical and Surgical Reporter*—Monthly—1900 \$1.00—A. S. Dodge, M. D., Ed.—Cal. Med. & Surg. Rep. Co., Pub., 707 Grant Bldg. Bought L. A. Medical Journal (Rowell's Directory, 1907).
- California Outlook*—Saturday—Progressive—1906—\$2.00—Cal. Outlook Co., Pub., 507 Lissner Bldg.
- California Social Democrat*—Saturday—Socialist—1911—\$1.00—Cal. Soc. Dem. Pub. Co. (Inc.)—711 San Francisco Bldg.
- California Tourist and Hotel Reporter*—Saturday—Hotel—1903—\$2.00—R. Edward Lewis, Ed. and Pub., 332 Mason Bldg.
- California Veckoblad*, (Swedish)—Friday—Independent—1910—\$1.00—Alfred Haij, Ed. and Pub., 101½ S. Broadway.
- California Voice*—Thursday—Prohibition—1884—\$1.00—Wiley J. Phillips, Ed. and Pub., 145 S. Spring St.
- California Woman's Bulletin*—Bi-Monthly—Women—June, 1912—Harriet H. Barry, Ed.—630-1 Higgins Bldg.
- Catholic Tidings*—Friday—Catholic—1895—\$2.00—Alice J. Stevens, Ed.—Tidings Pub. Co. (Inc.), H. W. Hellman Bldg.
- Central Avenue Suburban*—Weekly—Local—121½ N. Broadway.
- The Citizen*—Friday—Labor—1901—\$1.00—Union Labor News Co. (Inc.)—Stanley B. Wilson, Ed., 203 New High St. Formerly The Union Labor News. Official organ of L. A. Central Labor Council.
- Clubwoman*—Monthly—Women's Clubs—1908—\$1.00—E. M. Smith, Ed. and Pub., P. O. Box 1066.
- El Correo Mexicano*—Weekly—619 N. Alameda.

- Commercial Bulletin*—Friday—Grocery—1887—\$1.50—Preston McKinney, Ed. and Pub.—311 E. Fourth St.
- Daily Doings*—Saturday—Week's Events—1909—\$1.50—Daily Doings Pub. Co.—311 E. Fourth St.
- Deutsche Presse*, (German)—Weekly—Independent—1915—\$2.50—Edward Stuetz, Pub.—123 E. Ninth St.
- Eagles Aerie*—Monthly—F. O. of E.—1904—\$1.00—John W. Stailey, Ed.—Eagles Aerie Pr. & Pub. Co. (Inc.), 127 S. Kingsley Drive.
- East Hollywood Inquirer*—Friday—Local—1913—\$1.00—D. B. Peck, Ed. and Pub.—1738 Berendo Place.
- East Side Interview*—Friday—Local—1909—Will L. Pollard, Ed.—Suburban Pub. Co.—313 E. Fourth St.—(Issued for free distribution.)
- El Eco de Mexico*—Weekly—107 W. Market St.
- Empire Builder and Business Farmer*—Semi-monthly—Agric.—1910—\$1.00—Oswald Wilson, Ed.—Empire Pub. Co.—Exchange Building.
- Eternal Progress*—Monthly—New Thought—1912—\$1.50—Christian D. Larson, Ed.—New Literature Pub. Co.—524 Union League Bldg.
- Everyman*—Monthly—Radical—1904—\$1.50—Luke North, Ed.—Golden Press, Pub.—129 W. Second, Rm. 516.
- Financial News*—Saturday—Finan.—1913—\$3.00—A. F. Phillips, Ed.—Financial News Pub. Co. (Inc.)—I. W. Hellman Bldg., Room 252.
- Garvanza Eagle*—Weekly—Local—March, 1915—Chas. E. Stokes, Pub., 122 W. Third, Room 107.
- Germany (German)*—Evening except Sunday—Ind.—1889—\$2.00—Max E. Socha, Ed.—Germany Pub. Co., 228 Franklin St. Weekly, published on Friday, until August, 1914.
- The Graphic*—Saturday—Social and Political—1895—\$2.50—Samuel Travers Clover, Ed. and Pub., 406 S. Main St., Rm. 404.
- Grizzly Bear*—Monthly—Cal. topics—1907—\$1.00—Clarence M. Hunt, Ed.—Grizzly Bear Pub. Co. (Inc.)—248 Wilcox Bldg. Official organ of The Native Sons of the Golden West and The Native Daughters of the Golden West.
- The Herald of Truth*—Weekly—Church of God—1913—David L. Walker, Ed.—Herald of Truth Pub. Co.—1204 Colton St.
- Highland Park Herald*—Saturday—Local—1905—\$1.50—C. H. Randall, Ed. and Pub., 5711 Pasadena Ave.
- Hollywood Citizen*—Weekly—Local—1905—Harlan G. Palmer, Pub., 6426 Hollywood Blvd.
- Insurance and Investment News*—Semi-monthly—Insurance and Finance—1907—\$2.00—Cuthbert Powell, Ed.—Ins. and Inv.

- News (Inc.), 210 W. Seventh St., Rm. 1025. Formerly *Western Insurance News*.
- International White Cross Magazine*—Monthly—1914—Social and Religious—\$1.00—Dr. Geo. H. MacNeill, Ed.—White Cross Society, Pub., 3512 Arroyo Seco Ave. (Moved here from East when headquarters of Society were moved here. Magazine founded 7 or 8 years ago.)
- L'Italo Americano*—Saturday—(Ital.)—1908—\$1.00—G. Spini, Ed. and Pub., 646 San Fernando St.
- The Jeffersonian*—Saturday—Dem. 1912—\$2.00—S. A. Conner, Ed. The Jeffersonian Pub. Co., 200 New High St.
- King's Business*—Monthly—Evangel.—1910—\$.50—D. R. A. Terry, Ed.—Bible Institute of L. A. (Inc.), Pub., Auditorium Bldg.
- Los Angeles Apparel Gazette*—Monthly—Dry goods and furnishings—1908—\$1.00—Preston McKinney, Ed. and Pub., 311 E. Fourth.
- L. A. A. C. Mercury*—Monthly—Sports—1911—\$2.50—W. G. Bradford, Ed.—Los Angeles Athletic Club, Pub., 427 W. 7th.
- Los Angeles Churchman and Church Messenger*—Monthly—Episcop.—1897—\$1.00—Rev. J. D. H. Browne, Ed. and Pub., Box 398, Santa Monica, Cal.
- Los Angeles Daily Journal*—Morn. ex. Sunday—Rep.—1887—\$9.00—Warren Wilson, Ed.—Daily Journal Co. (Inc.), Pub., 205 New High St.
- Los Angeles Evening Herald*—Evg. ex. Sun.—1873—\$3.00—Ind. Herald Company, Pub., Chamber of Commerce Bldg. (See history for further information.)
- Los Angeles Examiner*—Morn.—Ind.—1903—\$8.00—Wm. Randolph Hearst, Ed. and Pub., Eleventh and Broadway. (See history for further information.)
- Los Angeles Express*—Evg. ex. Sun.—Ind.—1871—\$3.00—E. T. Earl, Ed.—Express-Tribune Co., Pub., 719-21 S. Hill St. (See history for further information.)
- Los Angeles Freemason and Scottish Rite Review*—Monthly—Masonic—1896—\$1.00—A. B. Cartwright, Ed.—Ralph L. Criswell and L. B. Littlefield, Pub., 324 S. Spring St., Rm. 323.
- Los Angeles Morning Sun* (Japanese Daily)—Morn. ex. Mon.—1910—\$6.00—H. Tanaka, Ed. and Pub., 348 E. Second St.
- Los Angeles News*—Saturday—Ind. (Local)—1889—\$1.00—C. H. Dubois, Ed. and Pub., 2106 N. Broadway.
- Los Angeles Post*—Saturday—Negro—1914—Charles Alexander, Ed., 501 Thorpe Bldg.
- Los Angeles Record*—Evg. ex. Sun.—Ind.—1895—\$3.00—Record Pub. Co., 612 Wall St. (See history for further information).

- Los Angeles Star*—Monthly—Local—1873—\$.25—Geo. T. Hanly,
Ed. and Pub., 1304 N. Main St.
- Los Angeles Tourist*—Monthly—R. R.—1908—Gordon Hair, Ed.
and Pub.—Distrib. on Santa Fe trains, no subscription price.
112 W. Ninth St., Rm. 402.
- Los Angeles Tribune*—Morn.—Ind.—1911—\$5.00—Edwin T. Earl,
Ed.—Express-Tribune Co., Pub., 719-21 S. Hill St. (See
history for further information.)
- Main-Moneta Observer*—Weekly—Local—12½ N. Broadway.
- Master Mind*—Monthly—New Thought—1911—\$1.00—Annie Rix
Militz, Ed.—Master Mind Pub. Co., 649 S. Flower St.
- El Mensajero Cristiano* (Spanish)—Monthly—1915.
- El Mexicano*—Quarterly—1914—Spanish-American Institute, Gar-
dena.
- Moose*—Friday—L. O. of M.—1911—\$1.00—Charles A. Pattee,
Ed. and Pub., 306 N. Grand.
- Motor West*—Semi-monthly—Motoring—1907—\$2.00—Frederick
Pabst, Ed.—Motor West Co., Pub., Marsh-Strong Bldg.
- The Movie Magazine*—Monthly—Photoplays—1915—\$1.00—Wy-
cliffe A. Hill, Ed.—Movie Magazine Pub. Co. (Inc.), 10th
Floor, Van Nuys Bldg.
- The New Age*—Saturday—Ind. (Negro)—1907—\$1.50—New Age
Pub. Co., 787 San Pedro St.
- Northwest Enterprise*—Friday—Rep.—1906—\$1.00—Suburban Pub.
Co., 12½ N. Broadway.
- Novo Vrijeme* (The New Times—South Slavonian)—Thursday—
1913—\$1.50—The New Times Pub. Co. (Inc.), 125 N. Broad-
way.
- The Oil Age*—Monthly—Petroleum—1910—\$3.00—Wm. Nelson
Shell, Ed.—Oil Age Pub. Co. (Inc.), 456 S. Spring, Rm. 811.
- The Oil Bradstreet*—Annual—Oil Directory—1906—Geo. G. Ellis,
Ed.—411 S. Main St., Rm. 252. (Next will contain companies
of Nevada and Arizona and mining companies.)
- Out West*—Monthly—Lit. and Descrip.—1910—\$1.50—Geo. W.
James, Ed.—Out West Corporation, Pub., 546 S. Los Angeles
St. (Formerly *Land of Sunshine*, founded 1894 by Charles F.
Lummis.)
- Pacific Coast Elk*—Monthly—Elks—1913—\$1.00—T. Newman, Ed.
and Pub., 313 W. Third St., Rm. 204.
- Pacific Coast Hotel and Apartment Record*—Monthly—Hotel—1910
—\$1.00—J. D. Minster, Ed. and Pub., O. T. Johnson Bldg.
- Pacific Coast Musician*—Monthly—Music—\$1.50—Nov. 1911—
Frank H. Colby, Ed.—Colby and Prybil, Pub., 308 Blanchard
Bldg.

- Pacific Coast Packer*—Saturday—Fruit and produce markets—1909—\$1.00—Barrick Pub. Co., 606 S. Hill St., Rm. 1023.
- Pacific Coast Tennis Review*—Monthly—Tennis—1914—\$1.50—L. H. Morris, Ed.—J. H. Freese and H. J. Rose, Pub., 107 N. Spring St.
- Pacific Fruit World*—Saturday—Trade—1895—\$2.00—H. V. Brummel, Ed.—Fruit World Pub. Co., 534 S. Hill St.
- Pacific Kennel Gazetteer*—Monthly—Dogs—1914—\$1.00—M. C. Kneib, Ed. and Pub., 115 N. Broadway.
- Pacific Motorcyclist*—1897—Burger, Ed.—Majestic Theatre Bldg. (Originally Wheeling, founded 1897 by Charles Fuller Gates. In 1904 became *Pacific Automobiling*, in 1905 *Pacific Motoring*, and 1912 *Pacific Motorcyclist*.)
- Pacific Poultrycraft*—Monthly—Poultry and pigeons—1895—\$.50—Pacific Poultrycraft Co. (Inc.), Pub., 108 W. 2nd, Rm. 706.
- The Pacific Veteran*—Weekly—Old Soldiers—1914—\$1.00—Allie A. Schultz, Ed.—W. A. Wyatt, Pub., 215 Franklin St.
- La Pluma Roja* (The Red Pen—Spanish)—Weekly—Socialistic—1913—Blanca de Moncaleano, Ed. and Pub., 1538 San Fernando St.
- La Prensa* (Spanish)—Saturday—Ind.—1912—\$3.00—Adolfo Carrillo, Ed.—International Pub. Co.—108 Commercial St.
- Progress* (Yiddish)—Weekly—1915—M. Ch. Luner, Ed.—The Progress Co., Pub., 114 S. Spring St.—\$1.00.
- Rafu Shimpo* (Japanese Daily News)—Daily—Nonpart.—1905—\$6.00—S. Shibuya, Ed.—M. Okamura, Pub., 230 E. First St.
- Railway and Steamship Journal*—Monthly—R. R.—1910—\$2.00—A. M. Gunsaulus, Ed.—Railway Men's Pub. Co., 314 W. 1st.
- Reason*—Monthly—Spiritualist—1902—\$1.00—Rev. B. F. Austin, Ed.—The Austin Pub. Co., 649 S. Flower St.
- Rialtographs*—Saturday—Amusements and Sports—1914—\$3.00—Jay Davidson, Ed. and Pub., Union League Bldg.
- San Pedro Daily News*—San Pedro Pub. Co.—254 W. Sixth St., S. P.
- San Pedro Daily Pilot*—116 W. Seventh St., S. P.
- Script*—Monthly—Photoplays—1914—Will M. Ritchey, Ed.—Photo Play Authors League (Inc.), Pub., 604 San Fernando Bldg.
- Searchlight*—Monthly—Anti-Saloon—1897—\$.50—D. M. Gandier, Ed.—Anti-Saloon League of So. Cal., Pub., 1324 Washington Bldg.
- Serial Bible Course*—Monthly—Bible Study—1907—\$1.00—W. Leon Tucker, Ed. and Pub., 308½ W. Second St.
- Society Magazine*—Wednesday—Society—\$1.00—Edith Francis Ling, Ed.—Society Magazine Pub. Co., Majestic Theatre Bldg.
- South End Suburban*—Weekly—121½ N. Broadway.

- Southern California Practitioner*—Monthly—Medical—1885—\$2.00
—Geo. E. Malsbary, Ed. and Pub., 1414 S. Hope St.
- Southern California Retailer's Journal*—Monthly—Grocery—1913—
\$1.00—So. Cal. Retail Grocers' Assn., Pub., Wilcox Bldg.
- Southern California Trolley*—Monthly—Street Ry.—So. Cal. Trolley Pub. Co., 353 Pacific Electric Bldg.
- Southwest Advertiser*—Weekly—Local—12½ N. Broadway.
- Southwest Contractor and Manufacturer*—Saturday—Building and Engineering—1905—\$2.00—Southwest Pub. Co. (Inc.)—505 Douglas Bldg.
- Southwestern Freemason*—Monthly—Masonic—224 S. Spring, Rm. 323.
- Theosophy Magazine*—Monthly — Theosophical — 1912 — Wescott Clough, Bus. Agent—Metropolitan Bldg., Rm. 504—\$2.00.
- The Times*—Morn.—Ind. Rep.—1881—\$9.00—Harrison Gray Otis, Ed.—The Times-Mirror Co., Pub., New Times Bldg., First and Broadway. *Times Illustrated Weekly*, established Dec. 5, 1897. (See history for further information.)
- Touring Topics* — Monthly—Motoring—1909—\$1.00 — Automobile Club of So. Cal., Pub., 758 S. Olive St.
- The Triple Link*—Friday—I. O. O. F.—1910—\$1.00—Lynch W. Smith and Lewis W. Klinker, Ed. and Pub., 309 Lankershim Bldg.
- L'Union Nouvelle* (French)—Saturday—Ind.—1879—\$3.00—International Pub. Co., 108 Commercial St.
- West Coast Magazine*—Monthly—Literary—1906—\$1.00—John S. McGroarty, Ed.—Grafton Pub. Co., 223 E. Fourth St.
- Western Art*—5 times a year—Art—1914—\$1.00—Beatrice de Lack Krombach, Ed. and Pub., 1040 Grand View Ave.
- The Western Comrade*—Monthly—Socialist—1913—\$1.00—Frank E. Wolfe, Ed.—Llano del Rio Colony, Pub., 203 New High St.
- The Western Empire*—Monthly—Agric. and farming—1898—\$.50—Bensel Smythe, Ed.—Western Empire Pub. Co., C. of C. Bldg.
- Western Field*—Monthly—Sports—1902—\$1.00—Edwin L. Hedderly, Ed.—Western Field (Inc.), Pub., American Bank Bldg.
- The Western Pythian*—Monthly—K. of P.—1914—\$1.00—C. C. Mungen, Ed.—Western Pythian Pub. Co., 224 S. Spring St.
- Wilmington Journal*—Saturday—Ind.—1864—\$1.50—118 W. Third St., Wilmington. (See history for further information.)

SUPPLEMENTARY LIST WITHOUT DATA

(Where information is given, it is that for 1914 and has not been verified to date.)

American Merchants' Journal and Merchants' Magazine—Monthly

- Mercantile — 1902 — \$1.00 — American Merchant Syndicate,
Pub., 236 S. Los Angeles St.
- American Spiritualist*—Tuesday—Spiritualist—1911—\$1.00—Dr. T.
Wilkins, Ed. and Pub., Bond Street Court.
- California Exporters' Trade Journal*—130 S. Broadway, Rm. 619.
- Central Avenue Advocate*—2511 S. Central Ave.
- Central Avenue News*—4415 S. Central Ave.
- The Daily Bulletin*—118 E. Market St.
- Grand Army Advocate and W. R. C. Magazine*—Monthly—G. A. R.
—1879—\$1.00—W. M. Howell, Ed. and Pub., 309 Equitable
Bldg.
- Home Product Bulletin*—Weekly—754 S. Los Angeles St.
- The Knocker*—126 W. Third, Rm. 314.
- Little Farms Magazine*—Monthly—Agric. — 1911 — \$1.00 — Little
Farms Magazine Publishing Co., 213 S. Broadway, Rm. 114.
- Los Angeles Church News*—Weekly—730 S. Grand Ave., Rm. 669.
- Motion Picture* — Monthly — Photoplay — 1911—\$1.50—J. Arthur
Nelson, Ed.—Photoplay Pub. Co., Republic Theatre Bldg.
- New and Greater Los Angeles*—116 Temple St.
- The New Thought News*—Weekly—649 S. Flower St.
- Oil and Mining Bulletin*—224 S. Spring St., Rm. 300.
- Oil City Derrick*—Semi-Weekly—305 Wesley Roberts Bldg.
- Pacific Commerce*—357 S. Hill St., Rm. 1128.
- Pacific Spotlight*—129 W. Third St., Rm. 522—(Probably ceased).
- Pacific Tourist*—Monthly—115½ N. Main St., Rm. 9.
- La Patria*—Weekly—126 Commercial St.
- Peniel Herald*—227 S. Main St.
- The Pictureplayer*—326 W. Third St., Rm. 319.
- Print Shop Talk*—333 W. Second St., Rm. 424.
- Southwest Union Jack*—Weekly—British-American—1914—C. L.
Montgomery, Ed.—1136 W. Thirty-fifth St.—Canadian Club
and Sons of St. George, Pub.
- Western Railway News*—Thursday—R. R.—1910—\$2.00—Thos.
Foss, Ed.—Railway Men's Pub. Co. of Cal., 207 New High St.
- 1887 *Fraternity*—M—Internat. Printer's Protect.
Fraternity Bet. 1900-03
- “ *Southwest News*—W—Ind. Bet. 1896-1900
- 1888 *Citizen*—W—Ind. Rep.—East L. A. Bet. 1893-96
- “ *Hotel Gazette*—W. Bet. 1911-12
- 1889 *California Family Ledger*—W—Fiction..... Bet. 1896-1900
- “ *Civic Review*—W—People's Party..... Bet. 1896-1900
- “ *El Monitor Mexicano*—W—(Sp.)—Ind..... Bet. 1912-14
- “ *Revista Hispano Americano*—W—(Sp.)—1893 became
Revista Latino-American Bet. 1896-1900

1889	<i>So. Cal. White Ribbon</i> —M—W. C. T. U.....	Bet. 1896-1900
1890	<i>Alliance Farmer</i> —W—Farmers' Alliance.....	Bet. 1892-3
"	<i>Southwest News</i> —W	Bet. 1896-1900
"	<i>Workman</i> —Semi-W—Labor	Bet. 1892-93
1891	<i>Association Record</i> —M—Evangel	Bet. 1892-93
"	<i>Baptist Monthly</i>	Bet. 1892-93
"	<i>California</i> —W—Agric.	Bet. 1893-96
"	<i>Cause</i> —W—Catholic	Bet. 1893-96
"	<i>Gospel Union Record</i> —Semi-M.....	Bet. 1893-96
"	<i>New Californian</i> —M—Occultism	Bet. 1896-1900
"	<i>Science and Horticulture</i> —M—Hortic.	Bet. 1892-93
"	<i>Southern California Guide</i> —W.	Bet. 1893-96
"	<i>Der Sued-Californier</i> —W—(Ger.)	Bet. 1893-96
1892	<i>California Trade Review</i> —W—Mercan	Bet. 1896-1900
"	<i>Labor Review</i> —W—Labor	Bet. 1893-96
"	<i>Land and Water</i> —W—Irrig., Man., and Min..	Bet. 1896-1900
"	<i>Pacific Household Journal</i> —M.....	Bet. 1896-1900
"	<i>Trade</i> —W—Comm.	Bet. 1893-96
1893	<i>East Side News</i> —W—Rep.	Bet. 1896-1900
"	<i>Pacific Field</i> —W—Cycling	Bet. 1896-1900
1894	<i>California Producer</i> —W—Hortic.	Bet. 1896-1900
"	<i>Capital</i> —W—Lit.	Bet. 1903-04
"	<i>L'Eco Della Colonia</i> —W—(Ital.)	Bet. 1896-1900
"	<i>Epworth Radiator and University Courier</i> —W—M. E.	Bet. 1900-03
"	<i>Investor</i> —W—Finan.	Bet. 1896-1900
"	<i>Phoenix</i> —W—Anti-prohib.	Bet. 1900-03
"	<i>Tocsin</i> —W—Am. Protect. Assn.	Bet. 1896-1900
1895	<i>El Independente</i> —Semi-W—(Sp.)	Bet. 1896-1900
"	<i>Medium</i> —W—Spiritualist	Bet. 1900-03
1896	<i>California Poultry Tribune</i> —M—Poultry industry— (1900— <i>Live Stock Tribune</i>)	Bet. 1910-11
"	<i>Californian</i> —M.	Bet. 1900-03
"	<i>Le Francais</i> —W—Ind.—(Fr.)	Bet. 1900-03
"	<i>Mertz's Magazine</i> —M—Adv.	Bet. 1911-12
"	<i>Osteopath</i> —Q—Scientific	Bet. 1905-07
"	<i>Pacific Bee Journal</i> —M—Bees.....	Bet. 1903-04
"	<i>Pacific Coast Advertising</i> —M.	Bet. 1905-07
1897	<i>Oil, Mining and Finance</i> —W—Finan.....	Bet. 1903-04
"	<i>Public Ownership Review</i> —M.....	Bet. 1903-04
"	<i>Western Child Life</i> —Q—Educ.	Bet. 1900-03
1898	<i>Los Angeles Mining Review</i> —W.....	1913
"	<i>Southern California Chopper</i> —M—Woodcraft...	Bet. 1903-04
"	<i>Thoughts of the Hour</i> —W.....	Bet. 1903-04

1899	<i>Belgian Fancier</i> —Semi-M—Rabbitry	Bet. 1900-03
"	<i>Fellowship</i> —M—Undenom.	Bet. 1908-10
"	<i>Southwest Official Guide</i> —M—R. R.....	Bet. 1907-08
1900	<i>Il Corriere</i> —W—(Ital.)	Bet. 1905-07
"	<i>Internat. Mining News</i> —M—Oil, Min., Finan...	Bet. 1904-05
"	<i>Saturday Post</i> —W—Lit.	Bet. 1907-08